

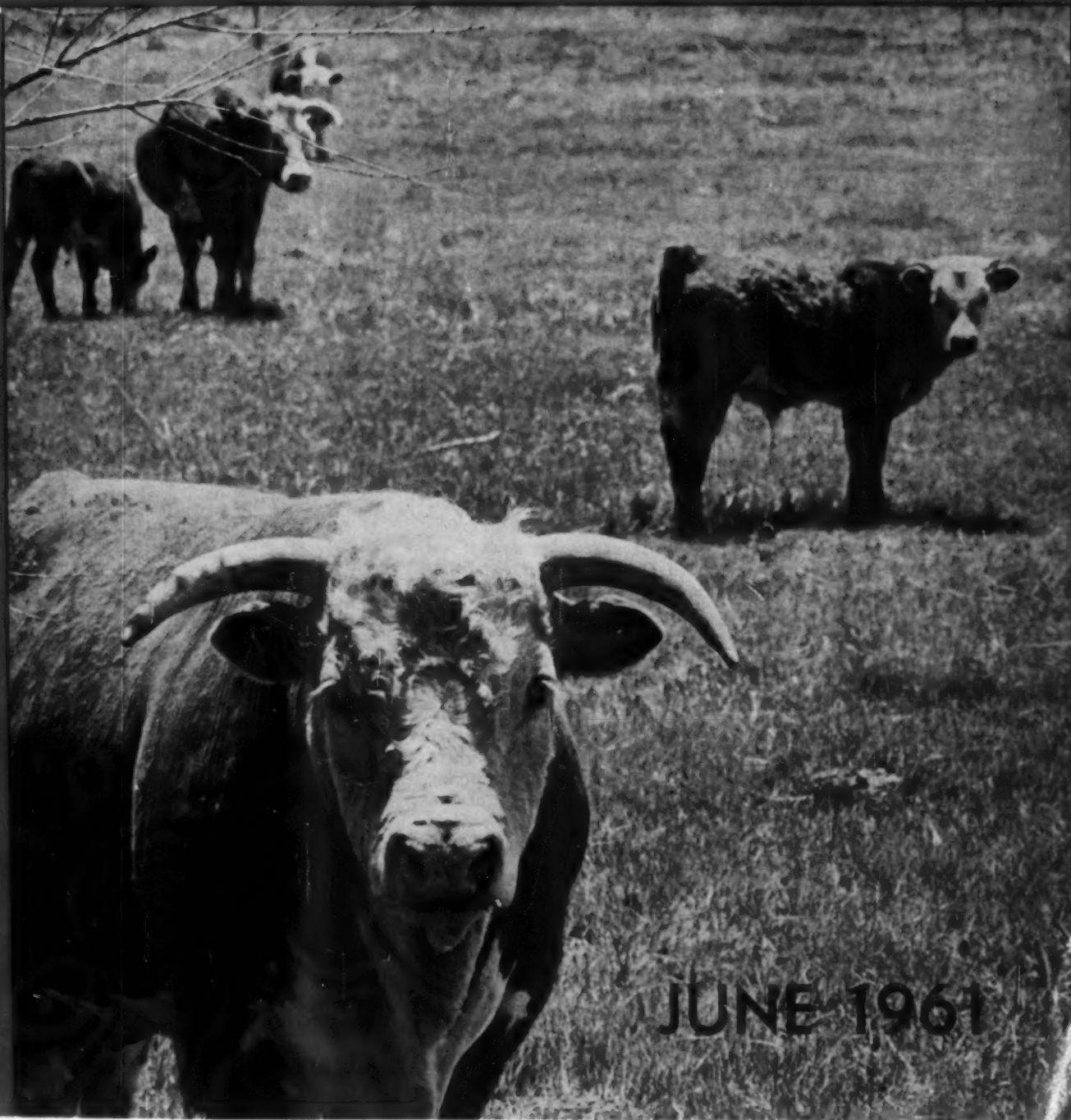
# AMERICAN

*New Look  
At The Public Domain*

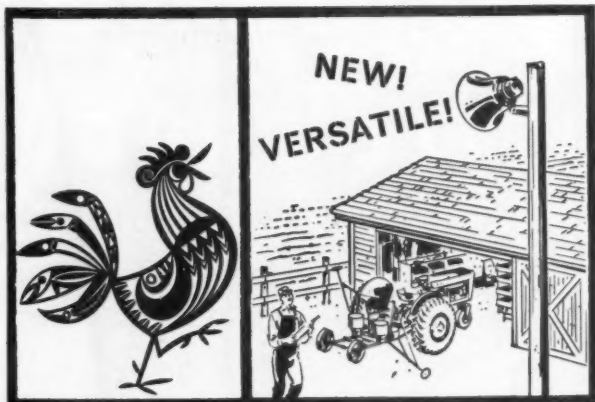
TAMPA CONVENTION

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JUNE 1961



## farm interphone

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just call your local telephone business office.

## Letters To The Editor

**SUBSTANTIAL BOOK**—"Beef Production and Distribution" is a substantial book, one of the most informative we have had the privilege of publishing in a very long time.—**Savoie Lottinville**, Director, University of Oklahoma Press.

(Editor's Note: Copies of this fine reference work by Dr. Herrell DeGraff are still available at \$5, postpaid, from the Press, Norman, Okla., or, to ANCA members only, from the American National office.)

(Continued on Page 21)

### COVER

A summer picture taken near Thornton, Colo., just north of Denver. Pete Appleton photo.

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# The Lookout

## OUT OF RECESSION

**Relatively stable** prices are in prospect for most classes of meat animals until about mid-year, says USDA. It adds: Fed cattle marketings will be larger than a year earlier, but grass cattle slaughter will be seasonally low. Modest seasonal price advances are expected soon for hogs and lambs.

Cattle feeders apparently carried out their Apr. 1 plans for larger sales of fed cattle in April-June. For the next few weeks, it is expected that prices will likely hold close to present levels, but an uptrend to a summertime peak appears possible.

**The pattern** of slaughter for cattle and calves this year indicates that the build-up in cattle inventories will continue during 1961, although the rate of expansion seems to be slowing. In general, pastures are off to a fair start this year and cattlemen appear optimistic.

**Retail meat prices** this year averaged above last year due largely to higher pork prices. Some seasonal increase in retail meat prices is likely this summer. More beef will probably be available per consumer in the summer than last year but pork will continue to be less plentiful. Beef consumption for 1961 is forecast at near last year's rate of 85.2 pounds per person. There will probably be 1 to 2 pounds less pork than the 65.3 pounds consumed in 1960.

**Feed grain prices** says the USDA, probably will average higher in 1961-62 than for the current feeding year. Current year prices have been on the average the lowest since World War II.

The department said corn prices probably would rise during the next few months, reflecting perhaps the fact that a record volume of 1960 grain was going under price support. The "free supply" of corn on the open market is expected to be relatively small as summer wears on.

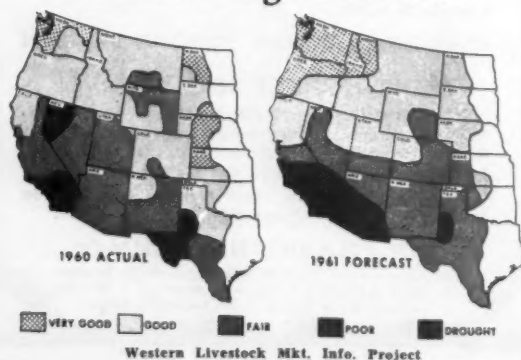
Some observers say the department has been steering away from market price predictions because of the authority under the feed-grains law to sell some of its surplus grain into the open market.

**Feed-grain sign-ups** as of May 19 indicate that 20.5 million acres will be diverted from corn and grain sorghum plantings on 920,529 farms. This is a little more than 20% of the U. S. total 1959-60 average corn and grain sorghum plantings of about 102.3 million acres. Secretary of Agriculture Freeman said he was "pleased that the farmers have responded to the program in such a positive manner."

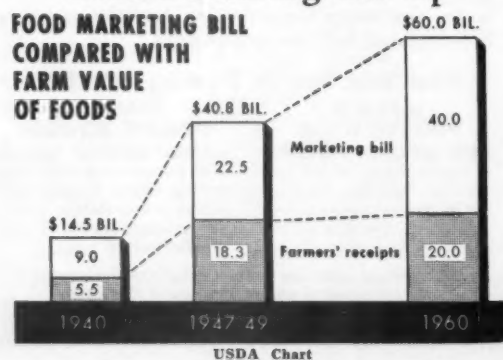
**An increasing number** of general economic indicators point to further improvement in business conditions during the year, says the department. Combined output of the nation's factories, mines and utilities picked up in March and again in April, reversing a nine-month slide. Inventory liquidation continued in March; most of the decline was concentrated in automobiles, reflecting a pick-up in sales combined with relatively low production rates, but April sales didn't show normal seasonal gain. Employment has risen about the usual seasonal amount but unemployment in April was still only slightly below the previous month's rate of 6.9%.

Other observers believe the 1960 recession reached its bottom in February and March. Employment, payrolls and consumer purchasing power, they believe, are headed for significant gains and new highs.

### Summer Range Conditions



### Food Marketing Bill Up





## New Look at the Public Domain

**MANY RANCHERS** grazing cattle on the public domain are concerned about the "new natural resources program" of the new administration and how it will eventually affect them.

Perhaps some kind of answer can be gleaned from the following paragraphs quoted from a talk by Karl S. Landstrom, new Bureau of Land Management director, at the recent National Watershed Congress in Tucson, Ariz.:

"There have been charges that worth-while treatment or conservation measures on public lands have not been installed because of opposition from range users. There is a further repeated charge that range users, through the grazing advisory boards, are the ones who really decide what will be done with the federal range.

"What, specifically, are these criticisms? For the most part, they concern either the working relationship between the grazing advisory boards and the government offices they advise, or else what has been called the narrow perspective of range users toward the balanced usage of public lands. This conflict in interests comes to light, for example, when range use permits are adjusted downward for the purpose of protecting and restoring the range.

\* \* \*

"**THE TAYLOR GRAZING ACT** and the federal range code limit precisely the function of the grazing boards to an advisory role. The boards lack the legal capacity to make any final decision.

"I will strongly support the authority delegated to bureau field officers, as well as the authority delegated to me by the secretary, to make decisions affecting public lands without favor or prejudice. At the same time, I will defend the right of a range user to appeal or to have a fair hearing from an adverse decision, and I will always welcome constructive suggestions for the improvement of the system.

"A proposal has been made to extend the types of representation on the board at the district, state and national levels. The growing importance of outdoor recreation, watershed protection, mineral development, timber sources and water supply has given rangelands added values. Many people have suggested that broader sources of counsel and advice are needed, and these suggestions are now being considered.

"Most of the national land reserve in the West is in use for grazing by individual ranchers, under a system which grants a revocable privilege. Under the privilege, ranchers have a rather secure tenure so far as the use of the land for grazing is concerned but one which is clearly inferior to public requirements.

\* \* \*

"**ANY PORTION** of the national land reserve that is used for grazing is, of course, subject to reduction or elimination of grazing as may be required by government operations. For example, some areas every year are sold or exchanged. Others are transferred into intensive government use such as for military, wildlife, parks or recreation. An effort is made to continue grazing where it is compatible with public use.

"Millions of acres of the national land reserve undoubtedly will be transferred into private ownership in the next decade to keep pace with the needs of a growing population. Before sales or entries are allowed, it must be certain that they conform to the public interest.

"Uncertainty as to when or where grazing lands will be eliminated reduces the interest of users in protecting the lands for the future or in investing private capital on them. Such uncertainties will be lessened as the inventory of public lands is completed and a program of balanced usage is arranged.

\* \* \*

"**A MAJOR OBSTACLE** in attracting contributions to rebuilding the federal range is the slowness with which the range is divided into management units or allotments. Prerequisite to such division is adjudication of grazing privileges. This in turn demands an adequate inventory of the lands in the dependent ranch properties. Progress is being made but further acceleration is needed.

"The programs of grazing administration and watershed conservation are being pulled closer together to provide for co-ordination. Where substantial downward adjustments in grazing use are necessary, it is desirable to undertake simultaneously investments and treatment measures. Such action would lessen the adverse economic effect of reduced grazing usage and assure the investment needed to restore the land for productivity and resource protection.

"As a further item of improvement, grazing administration and timber sales of the BLM are being tied in closer to the program of soil and moisture conservation. The specific objectives of the latter program, in common with those of other agencies, are (1) to use the public lands within their capabilities; (2) to apply treatment in accordance with needs; (3) to control surface runoff, sustain ground-water levels, and minimize erosion, flood and silt damage; and (4) to restore depleted rangelands to productivity . . .

"We are cooperating in several watershed studies to determine the effects of grazing, the extent and character of erosion, runoff and sediment yields and other information. These studies are under way in all the western states . . .

"Pursuant to President Kennedy's natural resources message, we have started a study to determine appropriate fees and charges for the use of public lands . . ."

\* \* \*

**WE BELIEVE** two points stand out in the above quoted paragraphs: (1) that the principal natural resource value of the public lands is that of livestock grazing, and (2) that the pressure upon the land for other uses must be fully recognized.

We believe, therefore, that a challenge faces both the range user and the federal government to step up range improvements, which the American National has urged. The public lands must continue to provide their historic source of food and fiber for the nation.

## THE 'NATIONAL' At Work

**BEGINNING** a round of summer cattle association meetings and other industry conferences, Fred Dressler, American National president, told Washington Cattlemen's Association members at Yakima May 11 that "healthy but little recognized shifts in agricultural production always under way may be harmed by proposals of the current farm bill now under consideration in Congress."

At the Montana Stockgrowers Association convention on May 22 Dressler, elaborating on the same subject that is plaguing the industry, said that "beef cattle development and production must be allowed to progress instead of being frozen into a status quo that will do no one—least of all the consumer—any good." He said "nothing in the farm bill promises anything better than what we've been able to do without supports and controls." Dressler also spoke at the Wyoming and Nebraska conventions in early June.

Dressler also attended the convention of the British Columbia Beef Cattle Association in late May at Penticton, British Columbia, Canada.

**EXECUTIVE VICE-PRESIDENT C. W. McMillan**, speaking before the South Dakota Stock Growers Association meeting at Yankton in early June and a few days later at the North Dakota Stockmen's Association convention at Williston, said that "it is not only that the cattleman has to worry over the omnibus farm bill, but he must consider the effect of government manipulation of feed prices through the feed-grain law on demand and prices of feeder cattle this fall and fed cattle in the future."

McMillan left for the South Dakota and North Dakota meetings immediately upon return from conferences in the nation's capital.

He also said the administration is putting on "aggressive salesmanship" in its hurry to get the farm bill passed. "People have been tinkering with agriculture for too long. There's little likelihood that a rehashed set of rules set up in barely 60 days for the complex agricultural industry can be a panacea for all farm problems," he declared.

**ANCA Information Director Lyle Liggett** told Washington cattlemen at Yakima that local "nuisances" bother stockmen more than do world and national events, "but still there's a job for you to do in national legislative affairs (referring particularly to the proposed farm bill) through your association and through your own letters to your representatives in Congress."

Liggett also spoke at the Colorado Cattlemen's Association, meeting in Grand Junction in mid-June, and at the annual meeting of the Gunnison

County Stock Growers Association in Gunnison, Colo.

**ANCA SECRETARY** Dudley Campbell was a speaker at the annual meeting of the Northern New Mexico Livestock Association at Springer in mid-May and will be a speaker at the Performance Registry International convention at College Station, Texas, June 21-23.

## 65th CONVENTION

**PLANS** are progressing fast for one of the American National's most interesting conventions next Jan. 24-27 in Tampa, Fla.

More than 2,000 beefmakers and their families are expected to visit the west Florida resort-shipping-industrial center and spread to every corner of the fascinating state during vacation trips before and after the meeting.

Expected to play leading roles in convention planning and conduct are Louis Gilbreath, Ocala; George Kempfer, Melbourne, and Arthur Higbie, Kissimmee, president, first vice-president and executive vice-president, respectively, of the Florida Cattlemen's Association. Also in a major position is Cushman Radebaugh, Orlando and Fort Pierce, first vice-president of the ANCA.

**GENERAL CONVENTION** chairman is Ralph Sumner, Tampa and Brandon. Sumner also co-chairmans the finance

## JULY MEETINGS

July meetings of interest to industry representatives include:

July 7-8, Co-ordinated Beef Improvement Conference, Colorado State University, Fort Collins, co-sponsored by the American National Cattlemen's Association and American Society of Animal Production.

July 9-10, Beef Grading Technical Advisory Committee.

July 11-12, American National Advisory Committee (state presidents) and CowBelle General Council.

July 13-14, Workshop for state cattle association secretaries.

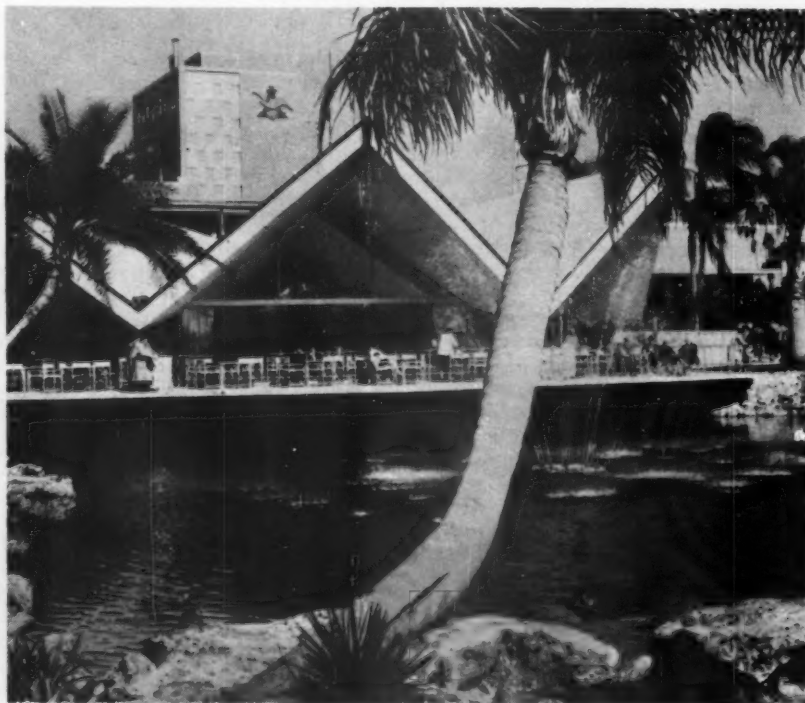
committee with Gilbreath and P. E. Williams, Davenport.

Other committee chairmen include Robert Morris, banquet and ball; Mrs. Sumner, CowBelles, ladies' luncheon and ladies' reception; Ralph Chapman, hotel reservations and convention registration. O. W. Dixon, hospitality; Alton Gillen, Jr., junior cattlemen; Louis Benito, promotion; W. A. Krusen, social hour. All are of the Tampa area.

Dudley T. Campbell, American National secretary, will meet with convention chairmen in mid-June to finalize plans for the convention.

**HOTEL / MOTEL** reservations are now being made through Ralph Chapman, Tampa Chamber of Commerce,

## ONE OF TAMPA'S MANY ATTRACTIONS



Hospitality House overlooking a lagoon at Busch Gardens in Tampa, a leading attraction in the city. The gardens provide a refuge for hundreds of birds and other animals. It is open daily except Sunday, admission free. (Tampa News Bureau photos.)



A jai alai player sets himself to receive the "pelota" (ball) in his "cesta" (wicker racket) during a match. This Spanish game, popular in Florida, is played by two men on a side. The ball is alternately hurled against a wall, caught in the racket by the opponents and again hurled against the wall until one side misses. The game is much more exciting than this sounds.

P. O. Box 420, Tampa 1. Reservations also are being made for a post-convention cruise to Jamaica through Conventions Afloat, P. O. Box 2481, Tampa 1 (see advertisement in this issue for details).

**ANYONE** who has been reading the livestock magazines realizes that there are big problems facing the cattle industry. Right now the No. 1 question is, Will the cattlemen be voted in on some kind of government program for cattle?

Cattlemen do not want government programs, but it would not have been possible to determine this fact if cattlemen did not go to meetings. That's what meetings are for—to decide what to do about your problems.

Just what critical problems will be before the industry next January we cannot say. But here are two likely examples: The import problem has not been settled; federal land users will be facing some new problems because of pressure from others for use of the land.

**TAMPA** (settled in 1539) offers convention goers, among other things, an insight into old-world customs at its Latin quarter, Ybor City; tours of the Busch Gardens, which provide a haven for more than 400 rare birds and other animals; inspection of the nearly lost art of hand-rolling cigars (Tampa has 170 cigar factories); a picturesque water front with ships from the world over.

During the convention, which takes place Jan. 25-27, with registration and an executive and other committee meetings on Jan. 24, those taking the post-convention cruise to the Caribbean may live aboard the ship for the three-day convention period. The cruise itself takes six days, starting midnight Jan. 27.

The company taking reservations for this cruise tells us it needs to know early who is going. So send in your reservations to Conventions Afloat right away.

All cattlemen are cordially invited to attend this 65th annual convention.

## LEGISLATIVE Report

**AMERICAN NATIONAL** officials have been in Washington at various times the past month presenting testimony and statements and otherwise expressing the association's stand on legislative and administrative matters. Representatives have included President Fred Dressler, Legislative Committee Chairman Cushman Radebaugh, Executive Vice-President C. W. McMillan and other members of the legislative committee.

A current legislative report includes:

**FARM PROGRAM**—In hearings in May before both House and Senate committees on proposed farm bills—HR 6400 and S 1643—American National representatives strongly urged deletion of cattle from any provisions concerning supports, controls, marketing orders or other programs as called for in Title I.

**WATER RIGHTS**—Hearings on the question of federal-state water rights were scheduled for June 15 by the Senate Interior Committee. This question has come up in past sessions. It involves recognition by Congress of the right of states to control the water within their borders. The American National has filed statements strongly supporting such legislation. House bills on the same subject include HR 151 (same as HR 5555 in 86th Congress) HR 5078, 5100, 5207, 5224.

**LAND WITHDRAWALS**—Bills that would require referral to Congress of withdrawals of public lands in excess of 5,000 acres for government use are scheduled for hearings. At present only defense withdrawals require congressional action. The American National favors such legislation and has filed testimony to that effect. Some of the bills call for an act of Congress on all 5,000-acre-or-over withdrawals; others would require a 60-day wait of the Secretary of the Interior after notification to Congress before consummation of such withdrawals. Bills involved include HR 1785, HR 3342, HR 4060, HR 5252, HR 6377.

**IMPORTS**—Recent measures that would affect imports include S 1737 to amend the Trade Agreements Act to include the livestock industry as a domestic industry producing products directly competitive with imported meat. There are a number of bills designed to give protection to the livestock industry through quotas, based upon previous imports, and through higher duties.

**RETIREMENT**—A House committee approved a bill to permit ranchers and

certain other self-employed taxpayers to defer paying taxes on as much as \$2,500 a year put aside in retirement funds. The bill is a revised version of legislation that passed the House in 1958 and 1959 but died in the Senate.

**WILDERNESS** bill (S 174) hearings have been held by the Senate Interior Committee. Committee action is still pending. The American National opposes the bill.

## BEEF IMPROVEMENT

**JULY 6-8** should be of particular interest and importance to the "beef team"—from producer to fabricator, from researcher to retailer.

These are the dates of the Co-ordinated Beef Improvement Conference, jointly sponsored by the American National Cattlemen's Association, the American Society of Animal Production and Colorado State University.

The conference site is the campus of Colorado State University, Fort Collins, Colo.

The objective is to give direction to the economical and efficient production of beef animals to meet the desires of the consuming public and the needs of the cattle and beef industry.

How is this objective to be reached?

**THIS QUESTION** will be of vital interest to the participants in the upcoming conference.

In order to capitalize on all the knowledge and experience that will be represented at this conference, the format will be a workshop-type session in four important areas of interest to the beef cattle industry. These areas are: breeding, feeding, carcass evaluation and marketing.

Immediately following the general session of July 7, the workshops will convene in each of the four above mentioned areas.

We have been extremely fortunate in obtaining topnotch people to serve as chairmen in each of these sessions.

Professor Larry E. Kunkle, well-known meats expert from Ohio State University, will serve as chairman of the carcass evaluation committee.

Bob Beechinor, the immediate past president of the California Cattle Feeders, will serve as chairman of the cattle feeding session.

George Ellis, manager of the Bell Ranch in Bell Ranch, N. Mex., will serve as discussion leader and chairman of the breeding session.

Dr. Robert Kramer, economist from Michigan State, will serve as chairman of the marketing section.

**IN ADDITION** to these gentlemen, well-informed people will give brief



Dudley Campbell



resumes of some topic of particular interest in the various areas.

The sole purpose of these papers is to stimulate interest and initiate discussion in each of the workshops. After the maximum "cross fertilization" in each of these workshops, it will then be the responsibility of the chairman and the secretary of each workshop to draw up recommendations in their particular areas to be presented to the general session when reconvened Saturday morning. At the general session additional opportunity will be had for discussion from the floor on problems currently facing the beef cattle industry.

**A NEW DORMITORY** has been blocked off for the exclusive use of the conference, and all interested persons—including ranchers, feeders, packers and retailers—are extended a cordial invitation to attend.

It is felt than any problem that the beef industry may have can most easily and most efficiently be solved by the people directly involved in the industry. The beef team, to be worthy of the name, must seek closer cooperation to resolve common problems of mutual interest. It is sincerely believed that this conference will provide that opportunity.—**Dudley Campbell.**

## ASSOCIATION NOTES

### MONTANA

More than 900 persons attended the Billings convention of the **Montana Stockgrowers Association** last month; only the Diamond Jubilee meeting at Miles City in 1959 drew a larger crowd. The delegates re-elected Wayne Bratten to the presidency and named these other officers: Wesley Stearns, first vice-president; Bob Barthelmess, sec-

ond vice-president; Ralph Miracle is the secretary.

The Montanans adopted resolutions which stressed need for a budget-balanced, economical government on all levels; expressed a determination to continue independent existence in a free market. They strongly opposed principles set forth in the new administration's proposals for agriculture and particularly the beef cattle industry. Federal aid to education was opposed; extra alertness was recommended against cattle thefts.

The cattlemen called for full effort toward maintaining "just recognition in taxation of capital gains" on disposition of breeding livestock; cattle owners were urged to vaccinate their heifer calves for brucellosis and it was urged that breeding stock destined for slaughter be identified with back tags; protection of the industry was asked against excessive imports of foreign meats and livestock.

Montana Beef Council and state Cow-Belle activities in beef promotion were recognized and commended; the ICC was urged to regard favorably the request of the Great Northern, Burlington and Northern Pacific Railways to merge transportation facilities. It was recommended that congressional approval be required to prevent indiscriminate withdrawal of land by any federal government department.

### COLORADO

Members of the **North Park Stockgrowers Association** at its annual meeting in Walden, Colo., elected Carl Trick, Cowdrey, Colo., president, and Dick Donelson, Rand, vice-president. Executive board members are Vic Hanson, Jr., Ray Fox and Ernest Bocker, all of Walden; Jack Ferguson, Cowdrey, and Dud Chedsey, Coalmont. Don Hansen was continued as secretary. The North Park area (pop. about 1,700) is having one of its finest moisture years.

### UTAH



**Howard Clegg**

Cattlemen and guests of **Millard County** in Utah assembled at Delta on May 10 for a dinner meeting. The group honored J. Wells Robins of Scipio, former **Utah Cattlemen's Association** president now serving as a vice-president of the **American National Cattlemen's**

Association. First Vice-President Stanley Burgess presented him with a hand-tooled leather wallet. Among speakers were Howard Clegg, Toeole, association president; Bob Murphy, Salt Lake City, secretary-manager; Mrs. Grant Swenson of Spanish Fork, head of the state CowBelles, and executive committeemen Dean Gardner and A. D. Findlay.

• • •

At a recent joint meeting of **Utah Cattlemen** and **Utah State University** personnel, a period of practical ranch experience was recommended as part of the forestry school curricula; it was suggested that the institution's staff and UCA committee try to develop a workable arrangement in that respect. It was also recommended that greater use be made of cooperating Bang's blood testing work to include leptospirosis and anaplasmosis analysis.

### MISSISSIPPI

Total opposition to the proposed omnibus farm bill was expressed by the **Mississippi Livestock Council** at its annual meeting in State College, Miss., early last month. Ray H. Means of Scott was re-elected president of the council; E. E. Grissom is the secretary, and Ethan Porter of Pattison is a new vice-president.



1961 officers and executive committee of the **Montana Stockgrowers Association**. Back row, l. to r., Clarence Walton, Wilsall; Fred Massar, Circle; Jack Hirschy, Jackson; Reg Davies, Chinook; J. Oliver Teigen, Capitol. Center row, l. to r., Bill Garrison, Glen; Bill Cornwell, Glasgow; Julian

Terrett, Jr., Miles City; Elmer Hanson, White Sulphur Springs; Ford Johnson, Hall. Front row, l. to r., Ralph Miracle, Helena, secretary; Wayne Bratten, Winnett, president; Wesley Stearns, Plains, first vice-president; Bob Barthelmess, Miles City, second vice-president.



J. Wells Robins of Scipio, former Utah Cattlemen's president (center) is honored. With him, l. to r., are Stanley Burgess, Salina, first vice-president, and Hugh W. Colton, Vernal, immediate past president of the Utah association.

### NEW MEXICO

The Northern New Mexico Livestock Association held its annual meeting in Springer on May 20, with some 40 ranchers and their wives in attendance. President John Stark and Secretary Roy Lilley of the New Mexico Stock Growers appeared on the program along with Dudley T. Campbell of the American National Cattlemen's Association. The entire slate of incumbent officers was re-elected; these include Deming Doak, Gladstone, president; George Ellis, Bell Ranch, vice-president; Tom Grady, Roy, secretary-treasurer. An evening banquet concluded the meeting.

\* \* \*

Importance of the beef cattle industry to the economy of the state will be stressed at the summer quarterly meeting of the New Mexico Cattle Growers Association to be held June 23-24 at Raton, according to President John Stark of Deming. It has been brought out that cattle and calf sales account for 45.5% of the agricultural income of the state.

### WASHINGTON

In the 35th annual convention of the Washington Cattlemen's Association at Yakima recently, S. J. Agnew of Central was elected president, succeeding A. M. Matsen of Bickleton; R. A. Hen-

sel, Waterville, first vice-president; J. W. Tippet, Asotin, senior second vice-president; William Bennett, Oakville, junior second vice-president. Dave Foster of Ellensburg is the secretary-treasurer. The group chose Spokane as the site of its 1962 meeting and Bellingham for 1963.

In their resolutions, the Washington stockmen opposed and warned of dangers in the proposed Agricultural Act of 1961; endorsed the proposed merger of the Great Northern, Northern Pacific, CB&Q and Spokane Portland and Seattle railroads. They endorsed multiple use of public lands and reiterated opposition to any wilderness legislation.

### TEXAS

In a meeting of the cattle feeder committee of the Texas & Southwestern Cattle Raisers Association last month at Fort Worth, plans were initiated to supplement present sources of market information to feeders. A stronger research program will be supported on marketing, nutrition, management, disease control. Lloyd Bergsma, head of the association's cattle feeder division, said Apr. 1 figures show Texas had a 35% increase in number of cattle on feed this year as compared with the same time last year.

The Texas & Southwestern association was formed at Graham in 1877, and cattlemen from throughout the Southwest gathered in that Texas city on May 24 for a commemorative service. The feeder committee was organized this year.

### NEBRASKA

Some 350 ranchers attended the recent meeting of the Sandhills Cattle Association at Valentine, Nebr., in late May, and an even larger turnout was on hand for the banquet which honored W. W. "Bill" Derrick, long-time University of Nebraska extension specialist, who has worked for many years with ranchers in the Sandhills range area. A report was made on a 25-minute film to be called "God's Own Cow Country" and to be produced next spring for the association by Max Howe Film Productions of Rapid City, S. Dak.; it will show the operations

that make up the production of feeder cattle in western Nebraska.

### FEEDERS

Western Meat Industry magazine says active feeder cattle organizations are springing up in several of Utah's major feeding counties, and though represented now as only a strong committee of the Utah Cattlemen's Association, feeders are talking about formation of a state-wide organization. North Dakota recently formed a feeder association affiliated with the state cattlemen's association. In Texas the feeder group movement has taken the form of setting up a strong, well-financed feeder committee within the Texas and Southwestern Cattle Raisers Association.

### ALABAMA

Otis Bert Tillery of York, Ala., is the newly elected president of the Sumter County Cattlemen's Association. Others elected at the annual meeting in Livingston are S. W. Taylor, Panama, vice-president; John McConnell, Livingston, secretary-treasurer; and Bob Brockway, Panama; Ernest Boyd, Livingston; C. P. Poole, Emelle; W. C. McDonald, Cuba; Ed Ozment, Sumterville, and A. K. Edmonds, Livingston, directors.

### HAWAII

The Cattlemen's Council of Hawaii at a recent meeting urged passage of legislation calling for compulsory grading of beef. Holding that the legislation will reduce imports of New Zealand and Australian frozen beef, now amounting to the equivalent of 1,000 head per month, council members approved the hiring of an attorney to aid passage of the bills—S. 898 and HR 1360. The Council is a member of the American National Cattlemen's Association.

### WYOMING

In a recent meeting of the Johnson County (Wyo.) Cattlemen's Association, Jim Mader was elected president; Ben Briles vice-president; Bob Quade secretary; Ken Schiffer, treasurer; Crawford Gordon, Elmer Gosney and Leon Keith, directors.

Officers of Sandhills Cattle Assn., l. to r., Frank J. Sibert, Valentine, Nebr., secretary; Robert H. Clifford, Atkinson, president; Max Howe, Rapid City, S. Dak., who is making a film for the association; James A. Monahan, Hyannis, board chairman; Wesley F. Hansen, North Platte, treasurer; Redmond W. Sears, Meridian, vice-president; Ralph A. Baker, Valentine, past president.





At the meeting of the North Park (Colo.) Stockgrowers Association in Walden May 27. From left: Si Berthelsen, Rio Blanco, president of the Colorado Cattlemen's Association; Vic Hanson, Jr., Walden, executive board member; Robert E. Brownlee, Walden, immediate past president; Dud Chedsey, Coalmont, board member; Don Hanson, Walden, secretary, and Carl Trick, Cowdrey, president.

## What they say about the FARM BILL

Cattle grower and feeder organizations over the country have expressed their opposition to the administration's all-out program for the agricultural economy of the country. Some have opposed the proposals in their entirety; that is, Title I which pertains to the farm planning. Others have asked that any mention of cattle be withdrawn from the language of the bill. Some filed statements before congressional committees; others sent telegrams and letters to their congressmen. The American National testified before both House and Senate committees, strongly urging that reference to cattle be stricken from the bill.

Random quotes and information from various associations include—

**Mrs. Abbie Keith**, Arizona association secretary, in her Newsletter: "If you were raising or feeding cattle in the days of OPA, you'll remember the confusion that led to almost complete annihilation of the beef cattle industry because of marketing quotas and price fixing by government regulations. That was relatively simple by comparison to the farm bills now before Congress—HR 6400 and S 1643—which give the secretary of agriculture complete control over every agricultural thing that grows." The Arizona association asked that cattle be withdrawn, "feeling that we can speak strongly about cattle."

**Idaho Cattlemen's Association Bulletin**: "The bills would not give farmers opportunity to 'write their own' program. On the contrary, the authority of the secretary of agriculture would be absolute. The farm advisory committees proposed in the legislation are mere 'window dressing.' The association opposed 'this plan to put all agriculture under the hands of government administrators.'"

**A. G. Pickett**, Kansas Livestock Association secretary, in the Kansas Stockman: "If you want complete control over your industry by government, we believe all you have to do is sit still and do nothing. If you are opposed to it, if you want to maintain some semblance of freedom of choice and action, now is the time to strike. The iron is hot."

**Oscar Evans**, president of the Louisiana Cattlemen's Association (in a comprehensive statement before the Senate Agriculture Committee): "It is a proposal containing such far-reaching power over an important segment of our economy that we must register our vigorous objection to it. . . . Marketing quotas could permanently place agriculture in an economic strait jacket. . . . Desirable economic adjustments in agriculture could be stopped by widespread use of marketing quotas. . . . The broad proposals would eventually force all commodities into a government-controlled agriculture under pressure of a growing list of controlled commodities. . . . We have confidence in the market to direct us toward the production of a product that consumers want."

**Montana Stockgrowers** convention resolution (passed in Billings, May 23): "We are unalterably opposed to the principles as set forth in the President's agricultural program and particularly as they pertain to the beef cattle industry."

**Jim Connolly**, president of the North Dakota Stockmen's Association, in Bar North: "I must admit that agriculture, especially livestock, is overtaxed and underpaid. This makes supports look very inviting. But with support one must submit to compliance—a very misleading word. It means that for a

few government dollars we are willing to admit that we are incapable of planning our production to meet market requirements and that we don't know enough to shift away from commodities for which there is light demand. I have complete confidence that a free market will direct production in more desired products."

**Walter Crago**, president of South Dakota Stockgrowers Association: "For the life of me, I can't see any reason why we want cattle included in the Agricultural Act of 1961. But I can see reasons why we want out. I would suggest you write your congressmen and ask them to do everything they can to keep cattle out of the farm program."

**Dolph Briscoe, Jr.**, president of Texas and Southwestern Cattle Raisers: "We cattlemen will continue to fight any type of government subsidy, price supports or production controls of the cattle industry."

**Washington Cattlemen's Association** (meeting May 13 in Yakima): "We recommend that our officers join with others to alert the public to the inherent dangers within such legislation as the Agricultural Act of 1961. We believe this act encourages coercion of farmers, denies the right of Congress to initiate laws, and otherwise breaches the traditional constitutional rights of our free people."

### Fisherman's-Hunter's Lobby Estimated at 15 Million

A paragraph in Wall Street Journal gives a graphic picture of the fishermen's and hunters' lobby working for expanded recreational areas.

**Joe Penfold**, Washington lobbyist for the Izaak Walton League (membership 60,000), is quoted as saying the dozen or so recreation groups represented in the capital derive their influence from their broad and diverse membership—it is estimated conservation clubs, including gun, dog and fishing organizations, now have a total membership of 15 million, up 5.5 million in the past decade.

30 of the 38 members of the board of trustees of the National Parks Association live east of the Mississippi River as do six of the seven-man executive committee.

### Doane Digest Backs Up Our 'Cheap Feed' Theory

The Doane Agricultural Digest says pretty much what we said in the April issue (Page 13); that is, quoting Doane, the price of feed works lower, the cost of feeder calves relative to the value of finished steers is higher. Conversely, when the price of feed moves higher, the cost of a feeder calf decreases relative to the value of a finished steer."

Long before hurricanes were named after gals, a big gale that hit Florida was dubbed Yankee Storm (blew in from the north).



## FOREIGN NOTES

### ARGENTINA

Argentine cattle numbers have increased substantially during the past two years. The total on June 30, 1960, was 44.5 million, compared with 40 million in 1959, and a further increase is expected in the June 1961 figures. U. S. imports from Argentina are almost entirely limited to canned beef and canned beef and gravy because of the presence of foot-and-mouth disease in that country.

### AUSTRALIA

The Australian government is putting increased emphasis on building new roads in the northern areas, which could result, within a few years, in increased exports. For years, a major problem has been the difficulty in moving beef cattle from the Northern Territory and western Queensland to the coastal regions of South Australia and eastern Queensland for fattening and slaughter. Most cattle are driven overland and marketed as "stores" and fattened for slaughter.

Numbers of Australian beef breeding stock, at 8.4 million head, have reached record levels.

Australia used to be plagued with rabbits. It may again, according to a wildlife expert there, F. N. Ratcliffe. Myxomatosis had left a widespread but light infestation of rabbits, but because of virus resistance the effectiveness of the disease will diminish, he said. He fears that unless other methods of control are undertaken rabbit numbers would again build up, "insidiously and progressively."

### CANADA

All Canadian cattle herds will have been tested for tuberculosis by some time late in June, according to the Canada Department of Agriculture. Work to eradicate the disease had a shaky start as early as 1849 but the Canadian parliament opposed the idea. Eradication was begun systematically in 1919. Cost has been over \$50 million, with 49 million tests resulting in discovery of 567,000 cases of tuberculosis.

### GUATEMALA

Cattlemen in Guatemala are discussing plans for building a new export slaughter-house in the Escuintla area, now that imports of beef have been authorized by the United States. Cattle and calf slaughter there in 1960 is reported at 145,000 head.

### JAPAN

Japan, largest taker of U. S. tallow, is lowering her duty on tallow from 5 to 4% ad valorem. Japan imported 319.6 million pounds of inedible tallow from the United States in 1960. She is raising the duty on lard.

### MEXICO

Mexican shipments of cattle to the United States in 1960 totaled 390,888 head, compared with 365,426 in 1959. For the first three months this year imports were 176,296 head, compared with 121,325 for the period in 1960.

### YUGOSLAVIA

Yugoslavia may buy \$3 million worth of cattle hides and perhaps an additional \$1 million worth of calf and kip skins from the United States. The International Cooperative Administration has also approved the purchase in the United States of cattle hides, calf skins

and kips under an ICA purchase authority totaling \$4.6 million.

### WORLD

The world's cattle and buffalo population in 1961, as estimated at 1,011 million head, is 5 million more than a year earlier and 100 million more than the 1951-55 average, according to Foreign Crops and Markets. . . . World sheep numbers at the beginning of 1961 were about 976 million head, 4 million head below a year earlier but 15% above the 1951-55 average of 848 million head. . . . World hog numbers were 463 million in 1961, 33% above the 1951-55 average, although a little under 1960.

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# PRODUCTION TESTING WITH A LANCE

By Neil Dougall

**YOU THINK** you've got a complex operation to handle, trying to produce quick-fattening, early-maturing stock as cheaply and efficiently as possible. And undoubtedly you have. But the Spanish ranchers who breed *toros bravos*, fighting bulls, have got it a good deal tougher for one simple reason. They're breeding for a product that can't be weighed or measured, or even assessed with a stockman's sharp eye.

Instead of breeding for meat, they're breeding for bravery. And not until their stock charge into the bullring, with years of care and expense behind them, do the breeders know how their efforts have turned out.

The bull's bravery, or lack of it, is the base of the Spanish bullfight. A *matador* can only perform artistically if he is facing a brave, hard-charging bull which responds to every crite of the cloth, and which will charge through easily. Cowardly bulls (and there are plenty of them) ruin the bullfight by refusing to charge, then rushing in unexpectedly, often braking in the middle of the attack.

Let's take a close look at the exotic *Senor Toro Bravo*. He bears some physical resemblance to the bulls we know so well, but he's bred to fight, and accordingly all the arrogant masculine qualities that we see developed to a certain degree in our bulls have in him been brought to a peak.

**HE'S ALL MUSCLE**, sheathed smoothly over strong, light bone; his chest and body are deep, and a huge hump of erectile muscle runs from behind his head to past his withers. His head is monumental, broad and crowned with thick, strong horns, and steel-strong, lean legs atop dainty hooves complete his killer's armament. Full-grown, five-year-old fighting bulls weigh from 1,200 to 1,400 pounds.

The *toro bravo* is the best looking of bulls, and, according to many judgments, the most beautiful of animals. And his magnificent frame certainly serves its purpose. Believe it or not, a fighting bull can outspurt a racehorse over 30 yards from a standing start, can turn more quickly than a polo pony and has such deadly aim that he can spike a drifting leaf with his sharp horns.

What's more, his compact, low-slung frame possesses such strength that he can lift a padded horse and armor-clad rider into the air, then dump them heavily ten feet away!

A formidable opponent indeed for man . . . and yet, with a red cloth, knowledge of the bull's instincts and a good dose of courage, the *toreros* manage to perform their daring art.

No one really knows where the fighting bull sprang from. One theory



The author passes a four-year-old fighting cow with the muleta in a small ranch ring. The cow was being re-tested to see if her fighting spirit had diminished as she had grown older.

claims that the bulls are descended from the sacred bulls that the ancient Egyptians used to kill in sacrificial rites beside the Nile. According to this theory, the bulls were brought to Spain from North Africa by the invading Arabs in the eighth century. Others say that the bulls have their roots in the fighting bulls bred in Crete centuries before the birth of Christ, and whose brave charges are immortalized in stone mosaics that have been found during excavations in the Mediterranean island.

One other group claims, with a pride typically Spanish, that the *toro bravo* is a native Spaniard, being descended from the wild aurochs that roamed Europe during the Neolithic period, and which sought refuge in the far south of Spain before the advance of developing civilization.

The date when man first confronted the savage bulls with cloth and sword is also lost in the mists of time, and the first records of bullfights were made in the 12th century. Several hundred years later landowners started to oversee the breeding of the wild bulls on their huge medieval estates. And, as well as trying to breed strong, beautiful animals, they also started to chase and channel that elusive quality of bravery.

**TODAY'S FIGHTING** bulls are much braver than those of several hundred years ago, thanks to the unstinting efforts of the breeders. They followed the simple process of selecting their bravest bulls and cows and breeding

from them. On an over-all basis, the process worked and there was a general improvement in the fighting qualities of the stock. However, the individual breeder could only experiment and hope. And for him that's still pretty much the way it is.

During the upbreeding, another unusual quality came to light in the bravest bulls. The Spanish call it *nobleza*—what we'd call nobility.

The breeders and bullfighters found that often a very brave bull would be the most peaceful of creatures outside the ring, and would even become friendly to those men he grew to recognize. However, when he was challenged to fight by act or tone of voice he would put up a battle that could be equalled by few of his less "noble" brothers. There have been several cases in which these noble bulls, when brought in from the range to be specially fed before a *corrida*, would allow their handlers to feed them by hand and even mount on their backs.

A bull like this was fought in San Feliu de Guixols in northeast Spain last year. He was so noble in the corrals that the owner of the bullring did not want to use him in a *corrida*, but one day the beast was needed to complete the six-bull card for a fight. However, just before the bull went into the ring, the owner told the president of the *corrida*, "If this bull is very brave he must be pardoned."

And the animal charged the capemen, the lance-armed *picadors*, and the

matador's muleta so bravely that the president signalled that the bull was to be let out of the ring alive.

**BULLS ARE BRED** in three main zones in Spain: in the far south in Andalusia, in the center around Madrid, and in the northwest area of Salamanca. The nervy Andalusian bulls are the best, but are least popular with the bullfighters because their speed, size and fierceness make the silk-suited gentry really earn their pay. The bulls from Salamanca, the biggest breeding zone after the south, are usually slower-charging, less powerful and are more easily dominated by the fighters with their capes.

Because fighting bulls are still basically wild animals for all that their breeding has been overseen by man, the breeders have to operate their ranches by almost remote control. But luckily the animals are very hardy and not prone to many diseases, and so there is little need for the almost impossible job of trying to handle them for veterinary treatment.

The ranches are generally situated in rough, rolling terrain over which the animals range at will in huge stone-fenced pastures. The center of the operation is the rambling ranch house and a small bullring equipped with extra-strong chutes, a stone loading ramp, and corrals.

Around this hub roam the various herds of fighting cattle on the ranch: the breeding cows with their calves and the stud bulls; the herds of two-, three-, and four-year-old bulls and finally the massive, thick-horned five-year-olds that are being readied for their appearance in the arena.

In the breeding herd one bravest-tested sire is run for every 50 of the lean, savage cows. The cows are covered in spring, and the resulting calves

are left strictly alone by men until they are a year old. Then they're separated from their mothers, branded, numbered and ear-marked. And that's when the fun starts!

**ONE WAY** of separating the calves from the cows is for a group of *vaqueros* to ride in among the long-horned herd, several of them hustling a calf away while the others decoy the fierce cow's charges with their well-trained, agile horses.

The other, less spectacular, and safer way of doing this job is to bring the whole breeding herd into the white-washed stone corrals, then patiently separate cows from calves with the indispensable help of the trained steers, the *cabestros*.

The calves are then let into the small bullring one at a time, and there they are grabbed by five or six *vaqueros* who tussle them to the ground, taking care not to injure their eyes or budding horns. Once the strong-muscled youngsters are on the ground their legs are tied together. Then they are numbered on the ribs with a hot iron, branded on the flank, and their ears are marked.

They're let to their feet, and the *vaqueros* run for cover! The infuriated calves give plenty of evidence of their fighting blood as they butt at the men before they charge out of the ring.

**FOR THE NEXT YEAR** the yearlings, separated into herds of bulls and heifers, are left in peace. Then, when they are from two to three years old, comes the all-important test of the *tienta*. It is the *tienta*—literally, surgeon's probe in Spanish—that has gradually improved the fighting qualities of the breed, and that every breeder hopes will allow him to select his breeding and fighting stock accurately.

In the *tienta* the young stock are encouraged to charge against a mounted man armed with a sharp-pointed lance. The way they attack and the way they fight once they feel the pain of the lance are used to classify them as fighting animals. In the old days both bulls and cows were tested thoroughly by the mounted lancer, but now that bull breeding is much more commercial, usually only the cows and the bulls that will be used for breeding are tested rigorously. The breeders say that a bull has only a certain number of charges against a *picador* in him, and that every charge he makes in the *tienta* will be one less he will make when he appears in the bullring. So nowadays, if the bulls for the ring come from well-tested sires and cows, and have the right conformation, they are not tested at the *tienta*.

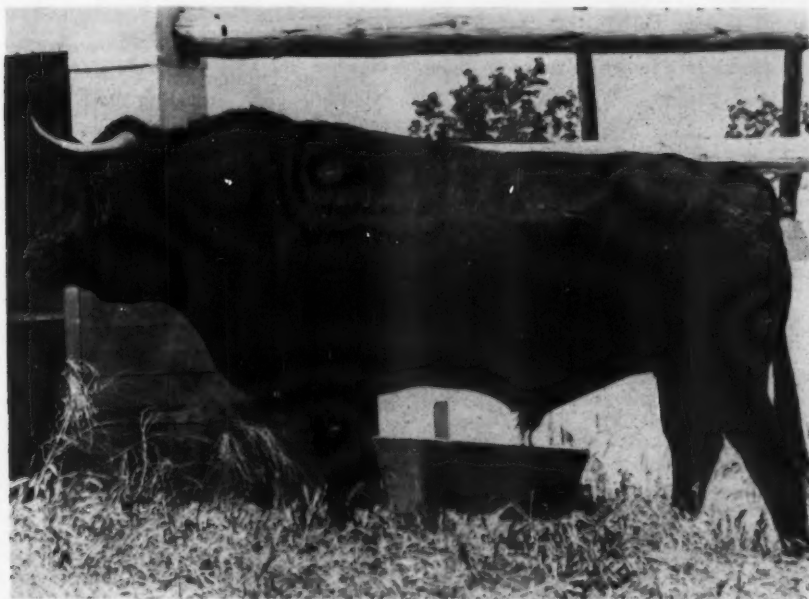
**THERE ARE** two ways of holding a *tienta*: in the small ranch ring, with everyone except the *picador* on foot, or on horseback in the open country. This latter way is certainly more picturesque, and appeals greatly to those breeders who are also expert horsemen. Two horsemen carrying long, metal-tipped lances gallop after the young animal. One of them "hazes" it and the other pushes hard against its flank with the tip of his pole, and, if the push is placed and timed properly, the animal will flip over onto the ground.

It will get up angry, but will probably try to run away again. However, if it's toppled once more it will usually turn and go for the horsemen, who will weave expertly before its charges, leading it to where a *picador* sits atop a padded mount. Then the animal will get its chance to show if it's worthy of being called brave.

In the type of *tienta* held in a ranch ring the animals are let into the arena one at a time to charge the *picador*. The breeder will make his selection of the beasts on a basis of how they go for the horsemen, and how well they push and try to "kill" the padded horse once they feel the pain of the small lance tip. When the young animal has charged the horse to the breeder's satisfaction he will let the bullfighters and the fans down in the ring try their cape and muleta work on the young animals. The breeder will closely watch the way they go for and follow the lures, and will make a further grading on this evidence.

**LET'S IMAGINE** now that we're attending a *tienta*, perched on the broad rim of the stone wall circling the ring. The ring is empty except for the *picador* atop his padded, blindfolded horse, and the bullfighters are wedged behind the three red plank shelters spaced around the ring.

From his seat in the small covered porch overlooking the ring the breeder calls for the first animal. The big red door into the inner corral swings open, and a lean, black cow charges into the ring, dust spurting behind her flying heels. (Continued on Page 20)



Senor Toro Bravo, the most beautiful of bulls, and a born-and-bred killer. He can outspurt a racehorse, wheel quicker than a polo pony, and can hurl a padded horse and armored rider into the air.



## AMERICAN NATIONAL

Vol. 9, No. 6  
June, 1961



## CowBelle CHIMES



**PRESIDENT**—Mrs. W. F. Garrison, Glen, Mont.

**PRESIDENT-ELECT**—Mrs. S. R. Claridge, Safford, Ariz.

**SECRETARY-TREASURER**—Mrs. Jessie Shaw, Cardwell, Mont.

**VICE-PRESIDENTS**—Mrs. Chester Paxton, Bedford, Nebr.; Mrs. Jack McClure, Belle Fourche, S. Dak.

**EDITOR**—Mrs. Dorothy McDonald, No. H-8, 303 N. 47th St., San Diego 2, Calif.

## President's Message

On Mother's Day my husband and I returned home after attending a delightful and inspiring convention at Yakima, Wash. The Washington officers, headed by Vannira Gimlin, were unanimously re-elected. I couldn't have brought back a more longed-for gift—RAIN! We stopped off at Missoula, Mont., where our daughter attends the university. We were joined by our son and my mother. All enjoyed a pleasant afternoon and



Mrs. Garrison

dinner. For a few hours pressing problems seemed to vanish.

Many of you are starting on a new year in CowBelle work. The National cannot support a project unless it is carried on in all affiliated states. We ask your cooperation when planning the year's activities. The factors which for the most part determine our lives as livestock raisers are local. Your most effective work is done at home. If the people at home don't know what we are trying to do and why, how can we expect those in distant metropolitan areas to know?

I hope many of you have made reservations for the General Council meeting to be held in Denver, July 12-13. Any CowBelle is welcome to this workshop meeting, but so you will know the official delegate from your state I give you part of the Amendment to Art. V Sec. I of the by-laws of the American National CowBelles, Inc., as adopted Jan. 27, 1961.

"The General Council shall consist of: (a) One elected delegate from each affiliated state CowBelle organization. This delegate to be the state president in office at the time of ANY annual convention or mid-year General Council meeting, unless an appointed delegate has been named."

I am looking forward to seeing many of you in Denver, or before, at your state convention.

Mrs. E. H. Wilson, radio and TV chairman, has sent out some excellent material to all state chairmen. If you have access to radio or TV, make the most of the opportunity offered.

Beef promotion chairmen have received a letter from National Chairman Mrs. Jack McClure, with suggestions of activities for the months ahead. You may have similar ideas you are already using. Why not let her know?

Entry blanks are out for the annual public relations contest. Chairman Lois Claridge is anxious you all get busy on this.

"Beef for Father's Day" is surely in the limelight this year. Many new channels have been explored. Thousands of dads throughout the nation will be honored on June 18 by being served BEEF prepared to their personal satisfaction.

—Azile Garrison.

## BEEF PROMOTION

The Montgomery County (Alabama) CowBelles distributed 15,000 BEEF recipes during the recent rodeo. Feeling the need of more funds in order to get a real beef promotion program under way, they appealed to two of the county's most cooperative cattlemen—W. I. Bowman and Tine W. Davis, who contributed a Polled Hereford steer to be given away during the rodeo. The steer, won by a 17-year-old boy, netted more than \$600 for beef promotion activities. The first of the money was spent to give cash prizes to the girls who showed winning animals in the Montgomery County Fat Stock Show.

The Nebraska CowBelles report gratifying success in the "Steak-Out" contests held in 21 Nebraska towns as a feature of the state's "Beef Month" observance during May. The winners of the local contests competed for the state championships in Omaha at Ak-Sar-Ben Field on May 28.

## NOMINATING COMMITTEE

The nominating committee of the American National CowBelles, consisting of Mrs. J. Oliver Teigen, Capitol, Mont., chairman; Mrs. Fred Dressler, Gardnerville, Nev.; Mrs. J. E. Brown, Willcox, Ariz.; Mrs. Clyde King, Boulder, Utah; Mrs. Charles E. Ratcliff, Routhlands, Natchez, Miss., is now ready to receive nominations and recommendations of candidates for National officers for 1962. We shall try to make the very best selections from the recommendations sent to us from our vast CowBelle area.

Mrs. J. Oliver Teigen, Chairman.

## THROUGH A Ranch House Window

By Dorothy McDonald

If fewer than the usual number of letters have crossed this desk lately, I know it is because so many of you are involved in our big spring promotion,

"Beef for Father's Day." At least here in our town that activity—like our annual beef barbecue—has come to mean "CowBelles" to the community. And it represents an ever-growing challenge to the comparatively few ranch women in our county. They have time for little else in late May and early June, and I imagine it isn't much different in your community. But it will be over in a few more days, and then when you've had time to draw breath and re-assess the values, the shortcuts and the mistakes of the 1961 campaign, why not sit down and tell the rest of us about it? . . . via a letter to the Ranch House, I mean.

The next important event of the CowBelle year, crowding close on the heels of Father's Day in fact, will be the upcoming general council meeting in Denver. From it, this year may come some changes in our procedures here at Chimes; changes made necessary by our ever-growing organization. Whatever they may be, they will be designed to improve the communications between our many far-flung groups, and I'm sure you will like them.

Elsewhere on these pages you'll find a reminder from Mrs. Teigen, chairman of the nominating committee, that her group is ready to accept suggestions about next year's officers. Hers is a fine committee and we can help most by expressing our preferences and opinions, if they are in the interest of the CowBelles. You may write to Mrs. Teigen or to any member of the committee. Most of them have been active in the National for years and you know them from personal contacts or from National conventions, or you've met them before on these pages.

I said that I would quote from time to time from the intriguing pages of our new Roundup of Beef Cookery, but since it seems that every CowBelle I hear from already has and treasures her own copy of this delightful book, and has already given or plans to give copies to friends and relatives, it probably is carrying coals to Newcastle to use recipes from it. It's such a helpful little book, not only because of the fine beef recipes but also by reason of the menu suggestions, kitchen hints, etc., that no amount of quoting from it could give even a small part of its true flavor. You just have to own your own copy to really appreciate it!

## Yearbook Changes

### Louisiana

Public Relations Chairman—Mrs. K. D. McCoy, Cloutierville

Beef Promotion Chairman—Mrs. A. R. McBurney, Welsh

Beef Cookery Chairman—Mrs. Gabriel Abshire, Abbeville

"Beef for Father's Day" Chairman—Mrs. Kenneth Cayton, Lake Charles

State and National Membership Chairman—Mrs. Lucille Watson, St. Joseph

Publicity Chairman—Mrs. A. P. Parham, Baton Rouge

Youth and Plaque Award—Mrs. W. Iley Brian, Alexandria

Program Chairman—Mrs. Oscar Evans, White Castle



Three of the CowBelle ideas to promote beef: Menu clip-ons for restaurants; stickers for correspondence and even meat packages in some stores; "Make Pappy Happy—Serve Beef on Father's Day" banners—a slogan becoming familiar to millions.

## NATIONAL COWBELLE DUES

This year is half-gone, so it's time for one last reminder. . . . Have you paid the \$1 National dues for 1961? As of July 1, members whose dues remain unpaid will be considered delinquent and their names dropped from the membership rolls. This is the impersonal wording of that necessary By-Law, but in terms of fellowship, of personal satisfactions and community service, the loss to ourselves and our organization can't be measured with one or many dollar bills. The National needs YOU. And you, we hope, need the strength-in-numbers influence the organization can bring to our industry. If your 1961 dues have not been paid, send that dollar in today!

## The BEEF for FATHER'S DAY STORY

Back in 1955 Mrs. Tom Currier, a Colorado CowBelle, conceived the "Beef for Father's Day" idea, destined to become known to millions.



Mrs. Harrington

Thus CowBelles had struck upon a means of promoting the sale of beef, and their enthusiasm for the idea has paid off. Each year the campaign reaches more and more consumers, and more people accept Beef for Father's Day as an annual tradition.

The 1955 national campaign, headed by Mrs. Leavitt Booth, also a Coloradoan and first National "Beef for Father's Day" chairman, was run for a cost of only \$135. In spite of the small amount spent and the fact that the campaign was brand new, a great deal of publicity resulted.

Since then there has grown an ever-increasing interest in the unique program, which is publicized through radio, television, newspapers and magazines. Countless projects have sprung up over the nation. Government officials have formally proclaimed beef

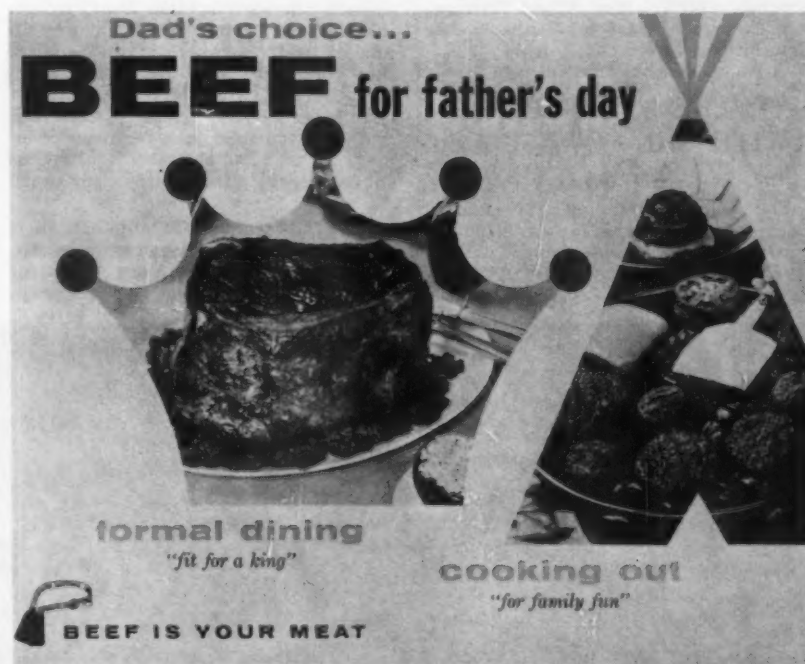
as the traditional Father's Day dish. CowBelles have paced waiting-room floors with expectant fathers, to award the father of the first baby born on Father's Day with a cut of beef equal to the weight of his offspring.

Recognizing the need of increased publicity in the metropolitan areas, the CowBelles enlisted the aid of the National Beef Council. The idea of one "Belle" had turned into a program requiring national promotion.

In this seventh year, an outlay of over \$9,000 has been spent on the program by CowBelles and the beef councils. Compared with the amount spent on the first campaign, this figure gives an idea of the growth of the program. And this cost doesn't take into account the unknown hours spent by individual CowBelles across the nation.

We realize that we have a long way to go. Even our extensive program of distributing posters and other points-of-purchase materials to about 10,000 stores reaches only a small percentage of the nation's 96,000 major retail food markets.

There is an obvious need to develop more promotional materials and increase distribution. It is important to remember that beef promotion should not be limited to Father's Day only. This is our challenge for the future,



This four-color poster is tantalizingly life-like, guaranteed to catch the eye and tempt the appetite. It is 24½ x 28½ inches in size and has been proclaimed by many retailers as the best point-of-purchase poster they have seen. The CowBelles have had 10,000 developed for "Beef for Father's Day" and 10,000 which read, "Beef, the Favorite for All Occasions" and may be used throughout the season. Much other promotional material in the form of stories and pictures of barbecued steak, beef burgers and other beef items has been supplied to newspapers in metropolitan centers throughout the country. The promotional material was developed and distributed by the National Beef Council.



Mrs. Martin Viersen, left, president of the Nebraska CowBelles, shows a copy of the Roundup of Beef Cookery to Mrs. Frank B. Morrison, wife of Nebraska's governor and the chairman of National Library Week. Copies of this book were presented by the CowBelles to 136 public libraries throughout the state.

and the CowBelles ask for the cooperation and support of everyone connected with the industry in promoting our product—BEEF.—Mrs. Albert Harrington, Chairman, Beef-for-Father's-Day Committee.

## HERE AND THERE WITH THE COWBELLES

### ARIZONA

The ladies attending the annual Cochise-Graham meeting in Douglas on Apr. 22 were entertained with a lovely tea and program by the CowBelles. The program included dances

by Ruth Evelyn Cowan, Walter Ivy, Betty Good, and Katie Good, daughter-in-law of CowBelle President Ruth Good. Notables present included Mrs. O. W. Lynam, first president of the National, Mattie (Mrs. Ralph) Cowan, its second president, Mrs. S. R. Claridge, 1961 president-elect, and Mrs. Mosby Wilkerson, president of the Arizona CowBelles.

### ALABAMA

The executive board of the Alabama CowBelles met on May 13 in Montgomery with a fine representation of officers, past presidents, county officers and county beef promotion chairmen, to complete plans for their "Beef for Father's Day" promotion, and to distribute some 250,000 beef promotion place mats.

Mrs. Mack Maples of Elkmont, first president of the Alabama CowBelles, recently helped to organize a new group, the Lauderdale County CowBelles. President of the new group is Mrs. W. W. Romine of Rogersville.

### CALIFORNIA

At their April meeting the San Luis Obispo CowBelles completed plans for their scholarship award to be given to a girl graduate of a San Luis Obispo County high school entering California State Polytechnic College and specializing in home economics, veterinary science, nutrition or other field furthering the use, improvement or promotion of beef. Members of the scholarship committee, Mrs. Joe Russell, Jr., Mrs. Clarke L. Hall, Mrs. John J. Pond and Mrs. Douglas Kester, explained that the \$400 fund will be awarded at the rate of \$100 annually as long as above-average grades are maintained.

The California CowBelles at their special beef promotion meeting in San Francisco this spring made plans for year-round promotional activities in

addition to the special ones such as "Beef for Father's Day." The possibilities of sponsoring a beef barbecue cook-off contest and a beef news bureau were considered. Speakers included Bill Ahern of John O'Rourke Advertising Inc.; Richard Nolan, western representative of the National Live Stock and Meat Board; California Beef Council Manager Walter Rodman.

\* \* \*

The Tuolumne CowBelles were selected as the best-dressed senior group at the Western Day Parade held recently in Le Grand.

### KANSAS

At the Centennial World Food Fair Advisory Committee meeting on Mar. 15 in Topeka, Mrs. Raymond Adams, Sr., was appointed to the beef-meat committee representing the Kansas CowBelles. The executive committee decided to invite non-commercial educational exhibits from organizations for the World Food Fair in June. The Kansas CowBelles are completing plans to have a booth for this important event.

\* \* \*

A Kansas State University graduate from India has been awarded the \$500 Kansas CowBelle scholarship for research. Mrs. Leela Phadnis, a graduate student in foods and nutrition from Saraswatipuram, Mysore, will use the funds to further her study of the effect the level of dietary iron has upon carcass quality and the relationship of overflow fat of carcasses to grade and market value.

### LOUISIANA

The general council meeting of the Louisiana CowBelles was held on Apr. 4 in the Alexandria Court House. Action at the meeting, chairmanned by Miss Chloe Hebert, president, included approval of a charter, acceptance with regret of the resignation of Miss Jo Ann Russo, secretary, and her replacement.



Attending the recent Cochise-Graham County (Arizona) meeting were the following CowBelles, from left: Mrs. S. R. Claridge, president-elect, American National CowBelles; Mrs. Ralph Cowan, past president of the National; Mrs.

Mosby Wilkerson, president, and Mrs. Joe Clinton, past president, Arizona CowBelles; Mrs. O. W. Lynam, first president of the National; Mrs. J. E. Browning, past president, and Mrs. Ruth Good, president of the Arizona CowBelles.



ment by Mrs. David Russo. Discussed were participation in a leather tooling committee and prizes for memberships. A thank-you note from John Alwood, Jr., owner of the reserve champion steer at the recent Junior Livestock Show, was read.

### NEBRASKA

CowBelles Hazel Haase and Arlene Viersen appeared on KNOP-TV in North Platte with Harriet Lute, president of the Nebraska Library Association, on behalf of Library Week. The main topic of discussion was the new Roundup of Beef Cookery that the 'Belles recently placed in 135 public libraries. Hazel Haase served as chairman of this committee.

Mrs. S. B. Stafford and Mrs. Arlene Viersen on Mar. 27 presented the slides, "The Beef We Eat," to the senior girls of the Cozad High School.

### National Membership "Birthdates" Important

Membership in the American National is a matter of pride with the cattlemen who belong. This has become especially evident to the Denver staff in processing dues payments, for many of the cards that come in bear notations showing the exact dates on which the membership was originally taken out—and this is particularly amazing in the cases of long-time members who indicate not only the year in which they joined but also the exact month and day. So, taking a cue from these observations, all American National billings, starting in July, will carry the anniversary date; the membership cards are already being so marked.

### P&SY Figures Shows Extent Of Packer and Chain Feeding

The number of chain stores feeding cattle has remained constant at three firms since 1954 but they fed only half as many cattle in 1959 as in 1954, according to figures released by the Packers and Stockyards Division.

In 1954 these firms fed 69,780 cattle; in 1959 they fed 30,003 head.

Seven of the larger packers were feeding cattle in 1954, feeding 156,478 head, compared with six firms in 1959, feeding 144,457 head.

Other packers (150 firms) fed 329,648 cattle in 1954, and 143 firms fed 418,559 cattle in 1959.

The figures apply to a feeding period of 30 days or more.

### New Animal Disease Lab To Begin Work July 1

The new National Animal Disease Laboratory at Ames, Iowa, will begin operations July 1. In the meantime, disease-free animals have been moved to the laboratory to provide a source of healthy animals for research. Included were 117 cattle shipped from USDA's Agricultural Research Center at Beltsville, Md.

## THE PUBLIC . . . AND YOU

BY  
LYLE LIGGETT

"I SEE you've seen the light," a colleague commented to a congressman who switched his vote.

"No, just felt the heat," was the reply.



Lyle Liggett

This old chestnut graphically illustrates a political fact of life which too few voters recognize.

Far too often the men and women of the cattle industry figure that their letters, wires, phone calls don't mean much to a lawmaker. So they don't bother taking the few minutes necessary to set down their views on a bill, assuming that "his mind is made up anyway", or that "our neighbor will write anyhow, so why should we?"

**THE BEST ANSWER** to that is to relate that one senator of a leading cattle state had, as of June 1, received less than 100 letters opposing the currently controversial "omnibus farm bill." And only six of those could be identified as from ranchers! (There are approximately 20,000 persons in the state actively—according to tax rolls—interested in cattle raising or feeding.)

Another example is the published record of the hearings by a Senate committee on the so-called wilderness bill. The ratio of letters, wires and formal statements runs about 1,000 to one in favor of the bill. But few of those pushing for passage have any direct interest in the land—most are from east of the Mississippi River!

**A LEGISLATOR** is, in spite of thoughts to the contrary, as human as the next man. He'll not go "off the deep end" in the face of a preponderance of letters to the contrary. Nor will he vote opposite to the viewpoint he is expected to maintain unless he has a file full of letters for an alibi.

During the present consideration of the "farm bill", several congressmen have actually wired farm and ranch groups in their home states pleading for mail to back up their stand. Sometimes the support is quickly forthcoming, more often not.

The individual rancher has more than a vote at the polls. He has the freedom and the obligation to write his legislator at any time on any subject.

**WHAT** is the cattle business lacking? A four-cent stamp? Surely not the gumption to let our wishes be known?

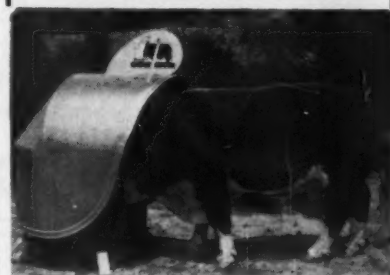
### Feed Grain Sign-Up Reaches 24.5 Million Acres

Through May 26 farmers had signed up 24.5 million acres under the feed-grain program—25% of U. S. total 1959-60 average corn and grain sorghum plantings.

REPEAT CUSTOMERS PROVE . . . THE

## WHIRLWIND FEEDER

DOES A BETTER JOB—LONGER



For mineral and salt feeding. It's portable, durable—All steel and asphalt coated for corrosion protection! For more information, see your local Feed Dealer or write . . .

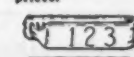
**COLLIER LIVESTOCK FEEDER CO.**  
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**\$5.75 TATTOO MARKER**  
EXTRA LETTERS OR FIGURES—30c EA.

Complete with set of figures 1 to 10, bottle of ink and full instructions, all for \$5.75 postpaid.

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Several kinds to select from. Write for prices.

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4. Priced reasonable.



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Purebred and Commercial

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## FRANKLIN HEREFORDS

A reliable source of practical, dependable registered Hereford breeding stock. Yearling bulls for sale now.

B. P. Franklin  
Meeker, Colo.



1,012-lb. "Good Boy" grand champion steer of the 22nd annual Nevada Junior Livestock Show, shown by 11-year-old Arline Thompson of Carson City, at left. The reserve champion Hereford was shown by 11-year-old Suzanne Compston of Smith, Nev., at right. In background, l. to r., are Carl Saffley, Kirkland, Ariz., judge; Lyle McCartney of Nevada, judge; Fred Dressler of Gardnerville, president of the show; W. C. Behrens of the University of Nevada, secretary-treasurer of the show.

## RED ANGUS BREEDERS ELECT TEXANS TO OFFICE

More than 100 persons representing 15 states attended the eighth annual national meeting of the Red Angus Association at Stillwater, Okla., in mid-May. New officers of the group include Walter A. Henshaw of San Antonio, Tex., president; R. C. Buckner, Jacksonville, Tex., first vice-president. Mrs. Sybil Parker continues as executive secretary at the Ballinger, Tex., headquarters. The next annual Red Angus meeting is set for San Antonio.

## PEXTON, MITCHELL HEAD NATIONAL WESTERN SHOW

At the recent annual meeting in Denver, officers and directors of the city's National Western Stock Show re-elected L. M. Pexton of Denver president; Albert K. Mitchell, Albert, N. Mex., first vice-president; Willard Simms, Denver, general manager. The officials announced that the National Western Hereford show, the largest in the world, will have premium moneys increased to \$10,000 in the 1962 show. 173,000 persons visited the event last January.

## BEEF PERFORMANCE CONCLAVE SLATED FOR TEXAS IN JUNE

The first International Beef Congress and sixth annual Performance Registry International convention will be held June 21-23 at Texas A&M College, College Station, Tex. F. R. Carpenter of Hayden, Colo., president of PRI, states that never in the history of beef cattle production have so many breeder-producers, researchers, college men and breed representatives been gathered together as will assemble for this event.

Among the speakers will be Dudley T. Campbell, Denver, secretary of the American National Cattlemen's Association; C. M. Harmon, Greeley, Colo., of the Colorado Cattle Feeders Association, and Richard Goff, Denver, of the Meat Type Beef Foundation.

## POLLED SHORTHORN GROWERS ELECT OHIOAN PRESIDENT

The new president of the American Polled Shorthorn Society is Dan J. O'Connor, Jr., of Mason, Ohio. The election took place at the organization's annual meeting, held in connection with the recent National Polled Shorthorn Congress Show and Sale at Sioux Falls, S. Dak. Russell Blomstrom of Waverly, Nebr., was named vice-president, and Steve Treadway, Clayton, N. Mex., succeeds James W. Browitt as secretary.

• • •

In the Sioux Falls sale, buyers from a dozen states and Canada paid an average of \$652 a head for the 40 bulls consigned. The grand champion and top-price animal brought \$2,300; the reserve champion bull sold for \$1,150. The 20 females averaged \$440 a head, with the top price set at \$1,000. The over-all average was \$580; 11 head went to Canada.

## RED BLUFF BULL SALE ANNOUNCES NEW PERSONNEL

The Red Bluff (Calif.) Bull Sale committee recently held elections which saw Sidney Watson, a 20-year member, elected chairman (replacing C. F. Stover, California Cattleman of the Year in 1959 who had served as president since 1943); Abner McKenzie vice-chairman, and Bill Owens secretary-treasurer. Watson was one of the founders of the sale in 1942 with Don M. Smith, who retired last February and is now being succeeded by James Westfall, 31, as manager of the registered beef bull event. The 1962 sale will feature the auction of 400 Hereford bulls, 50 Angus and 50 Shorthorns.

## WINROCK AUCTION MAKES RECORD PRICE NEWS

The fourth annual Santa Gertrudis Production Sale at Winrock Farms in Arkansas last month saw a number of price records set: J. T. Flagg of Florence, Ala., paid \$59,000 for a two-year-old show bull and immediately after the sale, Winrock Farms' Owner Winthrop Rockefeller announced he had repurchased a half-interest in the bull. Two heifers which sold at \$15,000 each set a record for Santa Gertrudis females. The sale average was also a record, with 40 bulls and females bringing \$229,100 for an average of \$5,727; 20 bulls averaged \$6,417; 20 females \$5,037.

## 1962 ARIZ. LIVESTOCK SHOW TO FEATURE ARIZ. FEEDERS

The board of directors of the Arizona National Livestock Show at Phoenix, headed by Sterling Hebbard, has announced the establishment of a special class for the 1962 show. This classification, to be made up of Arizona feeder steers only, will include steers exhibited under one brand and by the breeder of the calves; he is limited to two pens in each of the weight classes. Premiums of \$100, \$75, \$50 and \$25 will be offered.

## CHAROLAIS BREEDERS JOIN PERFORMANCE REGISTRY INTERNATIONAL

At a meeting of the board of directors of the American-International Charolais Association in Houston on April 24, the group decided to join Performance Registry International and officially adopt that organization's rules and regulations for performance and progeny testing. PRI is headquartered at Denver.

## PENS OF 5 OUT OF ANGUS NATIONAL WESTERN SALE

There will be a limit to pens of three on bulls sold in groups at the 1962 National Western Angus Bull Sale to be held next Jan. 16 in conjunction with the National Western Stock Show in Denver. Individual animals will also be sold, but classes for pens of five bulls have been eliminated to conserve pen space in the yards.

## THE CROSSROADS OF QUALITY

### OUR NATIONALLY KNOWN BULL BATTERY:

**CAROLAND BANDOLIER LAD 57th**  
An own son of the progenitor of all Bardoliermere cattle.

**GLENKONIAN 13th**  
Son of 1955 International Champion.

**ANKONIAN 3230th**  
Son of 1949 International Champion.

**LONDONDERRIAN 24th**  
Grandson of Homeplace Eileenmere 452d.

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Selected for productivity of quality cattle from over 600 females purchased or produced in past 8 years.

Plan now to attend our NOV. 18, 1961, Sale. 80 Females—20 Bulls—  
The "in demand" kind

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Bruce I. Polston, Manager,  
Coweta, Okla.  
Tom Cox, Herdsman, Coweta, Okla.

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## CHAROLAIS-CROSS FEEDERS SELL IN IOWA AUCTION

The nation's largest sale of Charolais-cross feeder cattle was held at Alta, Iowa, last month under sponsorship of the Pan American Charolais Association which is headquartered in Denver. 723 head were offered, with top price \$33.30 for a load of 560-lb. Charolais-Hereford steers. Largest single buyer

## ANGUS EXPORT

L. B. Pierce and Sons, Woodlawn Farm, Creston, Ill., have sold the 14-month-old Angus bull Woodlawn Bardoliermere 65th to Jorge Gondolfo Geraci of Buenos Aires, Argentina. L. to r.: Norris Pierce, Geraci, and Pierce. The yearling was sired by Pierce's senior herd bull Don Mac's Bardoliermere 40th. His dam is Miss Burgess 4th of Woodlawn. Geraci's cow herd numbers 1,400 head. This is his first importation from United States.



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Seventh Annual

# QUARTER HORSE SALE

SAT., JULY 1st

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30 HEAD-ALL TOP HORSES

- ▶ 2 BRED FILLIES both with colts at side
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- ▶ 6 YEARLING STUDS
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Paris, Tennessee  
R. B. Carothers, President

was Armour & Company, with 94 head for the experiment feeding program under the beef cattle improvement project, to be fed at Cozad, Nebr., for carcass analysis. Steers in the sale averaged \$39 per cwt. for the average 547-lb. weight; heifers, weighing 500 lbs. averaged \$27.59. A pen of 10 Charolais-Hereford heifers brought \$32.50 per cwt.





Giant steel-tube rubbing element! Expanded-steel rubbing surface! Forced automatic oil-flow! No pumps, no valves, it's service free. Portable! Pull it from one feed lot to another. Single unit handles up to 200 head. Hogs use it too!

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Speaking of tranquilizers, even back in grandpa's time there was something to make you sleep. They called it work.

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Lifetime Guarantee. Controls Cattle-grubs, Lice, Mites, Horn Flies and Face Fly that spreads pink eye. Features — No valves — clamps 8,000 lbs. test — cadmium plated metal parts and spring protected.

\$19.50



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## FREE CATTLE BOOK for boys and girls

32-pages of information on how to select, feed, fit, show calves and manage beef steer & heifer projects



Brand-new, 2-color booklet with lots of pictures prepared by leaders in the beef cattle industry shows you how to win success with your beef projects regardless of breed.

### CLUB LEADERS AND VO. AG. TEACHERS

Write for several copies to use for instruction or as a guide for your club members.

SEND TODAY FOR FREE BOOK

Glue coupon to postcard or write for colorful 32-page cattle booklet.

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City \_\_\_\_\_ State \_\_\_\_\_

Mail: American Angus Ass'n, St Joseph, Mo.

## SANTA GERTRUDIS REPORTS ON SALES AND SHOW PLANS

Seventeen halter-broken Santa Gertrudis beef cattle offered by the Premier Santa Gertrudis Association in its annual summer consignment at Shreveport, La., last month, sold for a total of \$15,685 to average \$922. The top selling bull brought \$3,100; the top-price female was purchased by Tweet Walker's Cherokee Ranch at Sedalia, Colo. 135 cattle in range condition, sold immediately after the halter sale, were sold in pens and totaled \$51,775 for a \$383 average. In this sale Mrs. Walker consigned the top selling female which was bought by Winrock Farms, Morrilton, Ark., for \$1,500.

Officials of Santa Gertrudis Breeders International have announced that a National Santa Gertrudis show will be held at the South Texas State Fair in Beaumont, Oct. 23-29.

## \$1,150 FOR 1/8 INTEREST PAID FOR CSU BULL

A price of \$1,150 was paid for a one-eighth interest in Colorado State University performance-tested Hereford bull in the Beef Cattle Improvement Day auction at the San Juan Basin Branch Experiment Station in Hesperus, Colo., last month. The animals in the sale came from herds of ranchers cooperating in the CSU breeding study and the CSU experimental herd. The event was sponsored by the CSU Agricultural Experiment Station, and the bull that brought the top price for a part interest was the highest gaining animal in the 140-day feeding test at the station, making an average daily gain of 3.26 lbs. Sinton and Brown of Santa Maria, Calif., paid \$900 for a seven-year-old herd sire and \$700 for a one-eighth interest in a yearling son of this bull.

## SANTA GERTRUDIS BUILDING RELOCATED, WITH APOLOGIES!

A news item in the May Producer about Santa Gertrudis Breeders International mentioned the new headquarters building which the breed association is constructing. However, the offices are going up at Kingsville, and not San Antonio, as the article erroneously reported.

## 124 NEW MEMBERS ESTABLISH HEREFORD RECORD

The American Hereford Association last month announced that 124 breeders over the nation were recently named to membership. The additions boosted the organization's membership total to an all-time high of 39,537.

## TESTING BY LANCE

(CONTINUED FROM PAGE 13)

She sights the picador, who's sitting firm in the saddle, lance at the ready, and immediately goes for him. The cow thuds against the mattress-like pad protecting the horse, and at the same time the man shoots the stick, digging its tip painfully into the cow's black, bony wither.

She digs and pushes, hind legs straining as she tries to upend the horse. Then the breeder gives an order, and the picador pushes with all his force on the pic pole, and at the same time swings his horse to the left, giving the cow an exit from the encounter. Then a bullfighter runs out to the right of the cow with his cape spread and calls to her, and she goes charging after him.

The torero ducks back to shelter, and the cow is allowed to charge the horse again and again until the breeder is satisfied that she is brave enough to breed from. She's for the breeding herd, and he hopes that many a brave, beautiful son will come from her.

THE NEXT COW is let into the ring. She trots in slowly, and slouches to ring center. She sees the picador. The cow drops her head, starts to paw the earth, and then to shake her head up and down—a sign of bluff. Suddenly she launches herself at the horse. But as soon as the lance pricks her withers she turns and runs around the ring looking for a way out! Half-heartedly she tries to jump the high wall. And disgustedly the breeder jots her number down for beef.

But even though a breeder adheres strictly, and with an expert eye, to the ritual test of the *tienta*, he can never be sure that the bulls he breeds from tested bulls and cows will be brave when they enter the ring.

A bull's bravery seems to be something like a writer's inspiration. Some days he has more of it than others. And if he is not feeling well, or he's not adapted to the weather, on the day he is used in the ring, he may give a cowardly performance when on another day he would have been braver. The amount of bravery also varies with the age of the animals. In some strains the two-year-old bulls are arrogantly brave, but by the time they are four they are much less valiant. And with other strains it's the reverse. Nervous two-year-olds grow into hard-charging five-year-olds.

But in the absence of any scientifically sure method of upgrading his stock, the Spanish bull breeder relies on the age-old test of battle, and hopes that fierce cows and brave sires will give him beautiful bulls that will keep on charging until they drop.

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## Personal Mention



Hansen

Earlier this year the Livestock Research and Marketing Advisory Committee to USDA set forth a comprehensive list of recommendations for research which included disease, breeding, nutrition, management, leather, fats, meat, consumer preference, and livestock statistics. Chairman of the committee is **Clifford P. Hansen**, Jackson, Wyo., active in American National affairs; vice-chairman is **George W. Bible**, Kensington, Ga., a leader in the Georgia Livestock Association, and **Norman Moser**, DeKalb, Texas, past president of the Texas and Southwestern Cattle Raisers Association. The 14-man committee also contains representatives of marketing, packer, retailer and farm groups.

**John Clay**, a native of Scotland whose livestock managerial ability made him famous throughout the American West, has been named to the Hall of Fame of Great Westerners of the National Cowboy Hall of Fame and Western Heritage Center, as the at-large honoree of 1961.

**Dolph Briscoe, Jr.**, of Uvalde, president of the Texas and Southwestern Cattle Raisers Association, has been named the person making the greatest contribution to rangeland agriculture in Texas during 1960. At the second annual Texas Livestock Industry Forum in San Antonio on May 27, he received a plaque citing his work in soil and water conservation on his ranches in the southwest part of the state.

We have reported this in an earlier issue, but the announcement was buried in a story on the New Mexico association meeting and may have been missed: **Roy W. Lilley**, 31, is the new executive secretary of the New Mexico Cattle Growers Association. He previously was assistant secretary for the California Cattlemen's Association and had also held a similar post with the American National.

**John William (Bill) Southworth**, Seneca, Ore., rancher, has been named assistant director of livestock services for the Oregon department of agriculture. He has been a partner in the Southworth Brothers cattle ranch at Seneca for 15 years.

**David S. Nordwall** has been named regional forecaster for the Rocky Mountain region of the Forest Service with headquarters at Denver. He succeeds **Donald E. Clark**, who will retire July 1 after 37 years of service. Nordwall has been the director of the Forest Service's internal audit staff in Washington.

Representing livestock on a new 15-man "citizens' committee to advise the Forest Service on national forest management" are **John Breckenridge**, Twin Falls, Ida., and **William McGregor**, McGregor Land and Livestock Co., Hooper, Wash.

**Sam C. Hyatt** of Hyattville, Wyo., former president of the American National Cattlemen's Association, has been re-elected to a two-year term on the board of directors of the Chamber of Commerce of the United States.

**John J. Hollister, Sr.**, 90, one of California's outstanding cattle pioneers, died May 4 at his home in Santa Barbara. He participated in local, state and National cattlemen's associations and in the National Cowboy Hall of Fame in Oklahoma. He was a graduate of Stanford in 1895, in the same class as former President Herbert Hoover; his late wife was the daughter of author Lincoln Steffens, and his father had been honored by the Hall of Fame in 1960. A surviving son, also well known in livestock circles, is **John J. Hollister, Jr.**, a California state senator.



To The  
EDITOR  
(Cont. fr.  
P. 2)

**HOPEFUL**—I operate in Sonora, Mexico. Very dry winter, cattle thin. Holding our breath for rain in July and August.—**Roy E. Smith**, Douglas, Ariz.

**SAD NEWS**—I lost my good sister (Mrs. Mabel Reno) who passed away on May 4 . . . Rain and rain for four days here, the first time this spring. More good moisture. Grass grows green early this month—enough until June. My cattle are already gone to the mountains, early in May; I branded all calves in April.—**Roy Tuggle**, Pryor, Mont.

**IN AGREEMENT**—I am glad to see you take the view on the government's, or Freeman's, new feed program. It is just one more step to take away our freedom and I know it will not solve our problems. Please keep up the good work. We are getting plenty of moisture and the wheat and oats are looking fine; any cattle for sale are carrying plenty of weight. Seems as if there have been quite a few calves lost on account of scours.—**Walter Kohrs**, Geneseo, Kans.

**MONTANA TREASURE STEAK**—Thanks for the nice picture of our Montana Treasure Steak in the May Producer, but how could you run it without giving the name of the steak, which we think is its most important part. Also, it seems to have caught on. Of course, by now everyone everywhere knows that the Montana cut is the Montana Treasure Steak, but by tomorrow they might forget if we don't keep reminding them.—**Ralph Miracle**, Secretary, Montana Stockgrowers Association, Helena.



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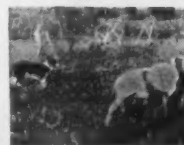
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